

July 2020

Marketing to Millennials: Incl Impact of COVID-19 - US

“Fate has not favored Millennials – hitting them first with the Great Recession as the oldest were starting careers and again with a pandemic just as some were finding stability. Most want the consistency of homeownership and employment benefits, but those goals are out of reach for some. Nevertheless, many ...

Bodycare and Deodorant: Inc Impact of COVID-19 - US

“Prior to COVID-19’s arrival to the United States, the bodycare and deodorant market was expected to experience higher levels of growth in 2020 than in previous years, largely due to consumers’ elevated interest in natural and premium deodorant offerings. However, with more Americans practicing social distancing and working from home ...

Natural and Organic Toiletries: Inc Impact of COVID-19 - UK

“Demand for natural/organic BPC has been boosted by the clean movement, which will be accelerated by the COVID-19 outbreak. As consumers are taking more notice of BPC ingredients because of concerns around safety, brands have responded with an emphasis on free-from claims. However, the COVID-19 outbreak will leave health-conscious ...

June 2020

Facial Skincare and Anti-aging: Incl Impact of COVID-19 - US

“As the majority of Americans limit their interactions outside the home due to the COVID-19 pandemic, facial skincare routines become less of a priority, as consumers shift focus to their physical and mental health. In addition, economic instability leads to more conservative category spending. As a result, the market is ...

Marketing to Gen Z: Incl Impact of COVID-19 - US

“Life was already stressful for Gen Z, but the impact of the COVID-19 pandemic will only amplify the stress and uncertainty that teens and young adults face. As they learn to define themselves as individuals and embark on new lives as independent adults, disruptions to high school and postsecondary education ...

Oral Health: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, job and income loss have caused consumers to limit discretionary spending. Certain aspects of personal care are less important during shelter-in-place and therefore deprioritized. Maintaining oral care is considered an essential of daily health and hygiene, supporting consistent product usage throughout the outbreak and beyond. Tapping ...

Beauty Influencers and Educators: Inc Impact of COVID-19 - UK

“In search of impartial advice without pressure to purchase, BPC consumers are turning to the online channel for beauty and grooming advice and expertise. The COVID-19 outbreak will accelerate this shift as retailers placed their online services front and centre during the lockdown. Going forward, stores will continue to play ...

May 2020

Cough, Cold, Flu and Allergy Remedies: Incl Impact of COVID-19 - US

"The COVID-19 pandemic has amplified the importance of illness management. Methods practiced during the outbreak are likely to hold lasting impact, such as staying home when sick and increasing illness prevention measures such as washing hands and using hand sanitizer. Americans' renewed focus on health and safety emphasizes the role ...

Shaving and Hair Removal: Inc Impact of COVID-19 - UK

"The COVID-19 outbreak will accelerate the price-driven nature of this sector, meaning that a market that was already expected to be in decline will face an even greater short-term challenge. However, consumers do show interest in added-value propositions, such as skincare benefits and personalisation, indicating NPD opportunities for brands in ...

Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - US

"As the majority of Americans shelter-in-place and limit their interactions outside the home due to the COVID-19 pandemic, hair washing and styling becomes less of a priority, leading to less frequent washing and longer purchase cycles. As a result, the haircare market is expected to take a short-term hit in ...

Shaving and Hair Removal: Incl Impact of COVID-19 - US

"Over the last few years, consumers, particularly younger adults, have been taking a relaxed approach to their shaving and hair removal routines, contributing to the market's sluggish sales growth. With more Americans practicing social distancing and working from home due to shelter-in-place orders, consumers will take an even more ...

Gifts in Beauty & Personal Care: Inc Impact of COVID-19 - UK

"The COVID-19 outbreak will impact buying behaviours when it comes to gifting in BPC, as the sector becomes a low priority in the short term. There will be a shift to online buying, and the prestige sectors in particular will take longer to recover as household finances are squeezed. However ...